

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 97523 / May 18, 2023**

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 6311 / May 18, 2023**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-21434**

<p><b>In the Matter of</b></p> <p><b>MARCUS K. MOON,</b></p> <p><b>Respondent.</b></p>
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**ORDER INSTITUTING**  
**ADMINISTRATIVE PROCEEDINGS**  
**PURSUANT TO SECTION 15(b) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**  
**AND SECTION 203(f) OF THE**  
**INVESTMENT ADVISERS ACT OF 1940,**  
**MAKING FINDINGS, AND IMPOSING**  
**REMEDIAL SANCTIONS**

**I.**

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Marcus K. Moon (“Moon” or “Respondent”).

**II.**

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings and the findings contained in paragraph III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934 and Section 203(f) of the Investment Advisers Act of 1940, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

### III.

On the basis of this Order and Respondent's Offer, the Commission finds that:

1. Moon, age 48, was a resident of Miramar, Florida, during the relevant period. From 2017 to 2021, Moon was a registered representative of an SEC-registered broker-dealer and held a Series 6 license, which allowed him to sell mutual funds, variable annuities, and certain insurance products. Moon was also the owner, principal, and sole employee of Increase Financial Strategies LLC and its successor Faith Financial Strategies (collectively "Increase Financial"). In 2021, FINRA issued a Notice of Suspension, and in January 2022 barred Moon from association with any FINRA member in all capacities after he failed to respond to FINRA's requests for information.

2. On May 8, 2023, a final judgment was entered by consent against Moon, permanently enjoining him from future violations of Section 15(a)(1) of the Exchange Act, Sections 17(a)(2) and (3) of the Securities Act of 1933, and Section 206(2) of the Advisers Act, in the civil action entitled Securities and Exchange Commission v. Marcus K. Moon, Civil Action Number 23-cv-60715-RS, in the United States District Court for the Southern District of Florida.

3. The Commission's complaint alleged that from May 2020 through February 2021, Moon used the unregistered entity Increase Financial to enter into brokerage agreements with nine investors, provide them with investment advice for a fee, and "sell away" from his employer outside of its knowledge and supervision. The complaint further alleged that Moon made multiple misstatements to investors, predominantly targeting African-American investors of the Christian faith, about Increase's status as a purported broker-dealer, and held himself out as a "financial services professional" who "holds various registrations in the financial services space." Moon directed investors to open accounts with online broker-dealers and to provide him with their passwords, so that he could trade in their individual accounts on their behalf. In total, Moon accessed at least 18 different online brokerage accounts owned by nine investors, and conducted hundreds of trades that resulted in approximately \$31,800 in losses; these same investors paid Moon \$3,000 in fees for his services.

### IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act and Section 203(f) of the Advisers Act, that Respondent Moon be, and hereby is barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization.

Pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Moon be, and hereby is barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for

purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, compliance with the Commission's order and payment of any or all of the following: (a) any disgorgement or civil penalties ordered by a Court against the Respondent in any action brought by the Commission; (b) any disgorgement amounts ordered against the Respondent for which the Commission waived payment; (c) any arbitration award related to the conduct that served as the basis for the Commission order; (d) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (e) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Vanessa A. Countryman  
Secretary